

Spec. Code: 4732(2377)
Occ. Area: 03
Work Area: 661
Prob. Period: 6 mo.
Prom. Line: none
Effective Date: 01/19/90

DIRECT MAIL MANAGER

Function of Job

Under administrative direction, to plan and execute the direct mail promotion of scholarly books published by a university press.

Characteristic Duties and Responsibilities

1. plans, develops, and implements a direct marketing campaign for appropriate publishing seasons, including number and type of mailings, projected schedules and costs, has responsibility for keeping the program on schedule
2. writes copy for direct mail program pieces and copy for catalogs, book covers and jackets, and editorial fact sheets
3. locates and obtains high-quality, well-focused mailing lists to be used in direct mail promotions
4. supervises free-lance and in-house design of direct mail pieces, including type specifications, format, and artwork
5. works with printers to produce direct mail pieces, selecting paper weight and color and ink(s) used
6. selects best mailing service or workshop to meet the packing or stuffing and labeling requirements of a mailing within the schedule and cost restrictions of that promotion
7. tabulates the actual cost of individual mailings
8. uses automated information systems to track customer response to promotions; recaps and analyzes results of mailings
9. performs other related duties as assigned

Minimum Acceptable Qualifications

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following types of preparation:

- (a) credit for college course work leading to a major in English, the humanities, communications, or advertising
- (b) responsible experience in the marketing of scholarly books (such as in academic publishing houses/presses)
- (c) responsible experience in the acquisition of scholarly books (such as in academic libraries, university bookstores, or academic wholesalers)

that totals 1.0 unit according to the following conversion rates:*

120 semester hours (or Bachelor's degree) of "a" = 1.0 unit

3 years of "b" = 1.0 unit

4 1/2 years of "c" = 1.0 unit.

2. Any one or any combination of the following types of additional preparation:

- (a) responsible experience in the scholarly book trade
- (b) responsible experience in scholarly book acquisition (such as in an academic library, university bookstore, or academic wholesaler)

that totals 1.0 unit according to the following conversion rates:*

2 years of "a" that included 6 months of experience in marketing or direct mail = 1.0 unit

3 years of "b" = 1.0 unit.

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

- 1. general knowledge of direct mail marketing
- 2. knowledge of direct mail list sources and compilation procedures
- 3. knowledge of office and fiscal procedures
- 4. knowledge of marketing terms and procedures
- 5. knowledge of standard purchasing practices of the academic community
- 6. knowledge of scholarly book trade practices
- 7. excellent skill in writing and editing of scholarly publications

8. knowledge of work processing systems
9. ability to work independently with a collaborative marketing department
10. supervisory ability